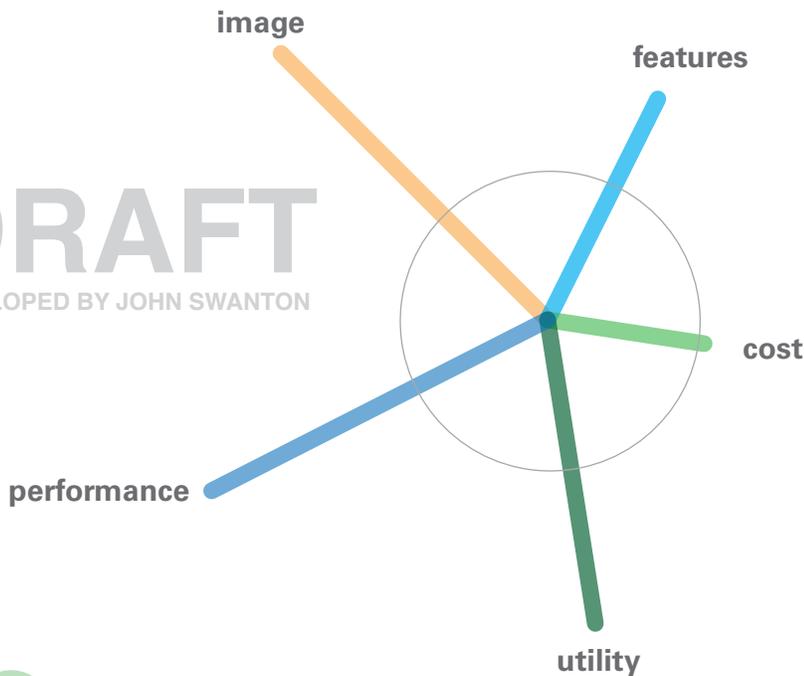


Vehicle purchase decision matrix

Understanding consumer choice in selecting new vehicles

DRAFT
DEVELOPED BY JOHN SWANTON



factor 1

image

Typically the most critical factor

The image factor is more than just the message a vehicle sends about the driver, its the way the vehicle makes the driver feel about themselves. This image is the filter by which the entire relationship with the owner is filtered.

Understanding this relationship is the key to understanding why drivers choose one vehicle over another and how best we can work to influence consumer behavior and help transform the automotive marketplace.

Simply put, the majority of car buyers will choose the vehicle that most highly satisfies their image needs while still meeting acceptable levels of the other four factors.



factor 5

features

Establishing value

While not the most critical factor in the decision process, the balance of overall features vs overall cost establishes the perceived value of a vehicle. When faced with similar acceptable levels of satisfaction in all other areas, features can tip the balance from one choice to another.

Often high satisfaction in this factor area is tied to high performance in other areas. While a high performance and high



factor 2

cost

The foundation factor

Almost anyone who has bought a car is familiar with the salesman's first question; "how much do you want to pay a month". While monthly payments are not a universal method of purchase, expressing an acceptable overall cost for the vehicle is an expected part of the transaction. And more importantly, it is the foundation from which all cost considerations are built.

As salesmen will tell you, this number is often fluid and the exact amount may change over the course of a purchase, but nonetheless it is the first best indicator of how the customer sees this expense as fitting into their overall budget and resources.

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factor 3

utility

Meeting needs and justifying decisions

Sedan or mini van, SUV or pick up truck? Number of seats and number of doors? Room for tools or room for surfboards? Cross-country cruiser or cross town commuter?

Whatever the need, establishing the customers practical and perceived requirements are key to determining if a vehicle is an acceptable choice.



factor 4

performance

Meeting expectations

0-60 in 3 seconds or 5 years and 100,000 miles without major repairs, both are measures of the performance expectations of a potential buyer. In the ZEV marketplace, battery range and battery life join these criteria in establishing the potential buyers confidence that a vehicles overall performance will meet their expectations.